

August 7, 2012  
 Haruaki Deguchi, President/Founder  
 LIFENET INSURANCE COMPANY  
 (Code: 7157, TSE Mothers)

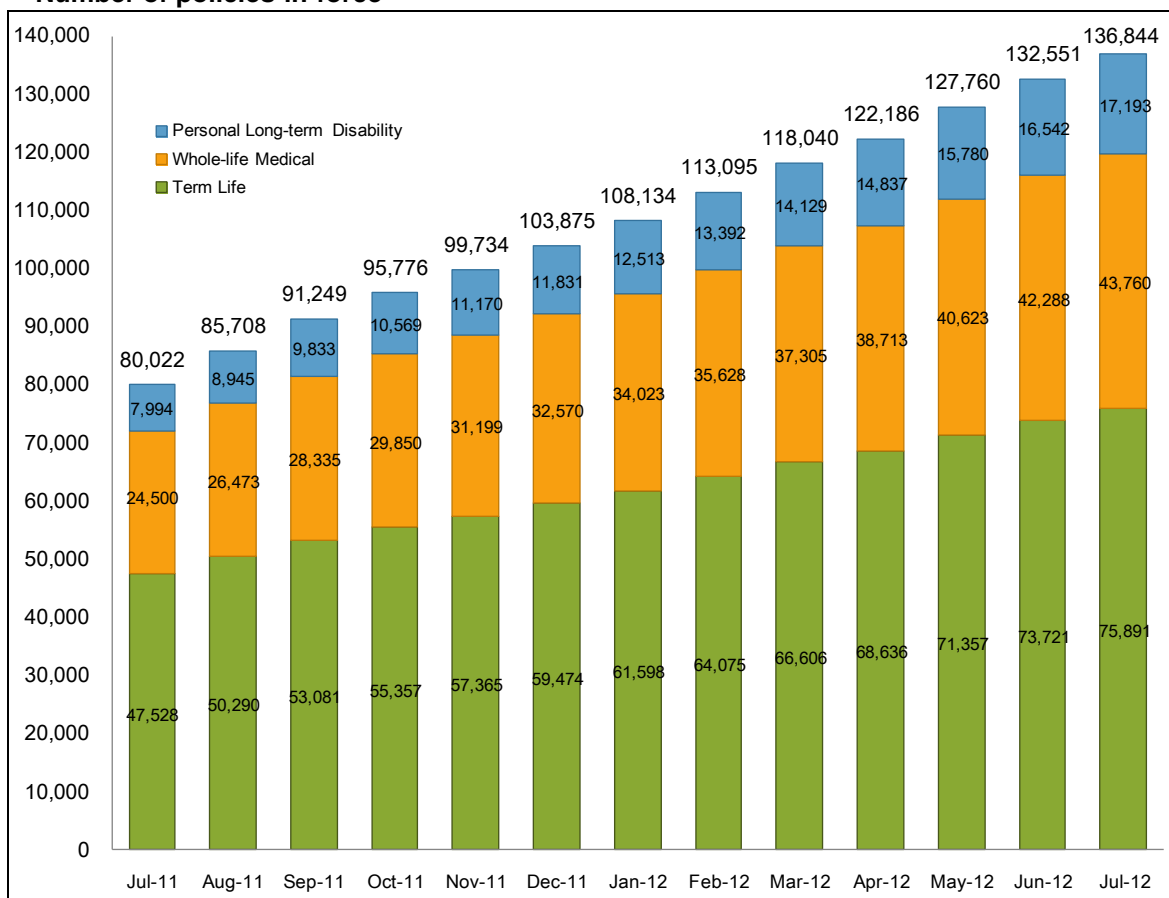
**July 2012: MONTHLY DISCLOSURE**  
**- Beginning to disclose monthly insurance premiums and claims -**

TOKYO, August 7, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) announces July 2012 monthly business performance.

The number of applications in the month of July was 7,225 (87% of July 2011), with the number of new business at 5,025 (122% of July 2011). The number of applications this month is lower than that of July 2011, when the company experienced a temporary increase in the number of applications as a result of the broadcasting of the TV program “Cambrian Palace” (TV Tokyo). The number of policies-in-force as of the end of July 2012 resulted in a total of 136,844; annualized premium\*<sup>1</sup> at 5,630 million yen; and sum insured of policies-in-force stands at 1,248,607 million yen as of July 31<sup>st</sup>.

In July, 2012, insurance premiums and claims and benefits recorded 460 million yen (171% of July 2011) and 30 million yen (533% of July 2011), respectively. Based on Manifesto of LIFENET, the Company will disclose monthly insurance premiums and claims from this month to further increase transparency.

**Number of policies-in-force**



Our steady growth of policies-in-force has been driven by the public’s increasing support and interest in our company’s Manifesto; to offer simple, convenient and competitively priced products

and services based on the highest levels of business integrity. We will continue to build our customers' trust and satisfaction by improving our website and contact center, by ensuring thorough and transparent disclosure of information, and by adhering to our Manifesto, offering our products and services twenty four hours a day, seven days a week through the convenience of our website.

(Manifesto of LIFENET <http://ir.lifenet-seimei.co.jp/en/company/manifesto.html> )

## Number of new business, policies-in-force and premiums and claims (preliminary report) <sup>\*2</sup>

Number of new business (month)	July 2012	July 2011
Number of applications	7,225	8,267
Number of new business	5,025	4,116
Sum insured of new business <sup>*3</sup> (JPY million)	39,625	32,940
Annualized premium <sup>*1</sup> (JPY million)	205	164
- excl. death coverage (JPY million)	101	77

Number of new business (accumulated total)	Apr. 2012 – July 2012	May 2008 – July 2012 <sup>*4</sup>
Number of applications	32,063	223,270
Number of new business	21,595	149,069
Sum insured of new business <sup>*3</sup> (JPY million)	166,033	1,358,857
Annualized premium <sup>*1</sup> (JPY million)	885	6,188
- excl. death coverage (JPY million)	440	2,621

Number of policies-in-force	End of July 2012	End of July 2011
Number of policies-in-force	136,844	80,022
- "Kazoku": Term Life	75,891	47,528
- "Jibun": Whole-life Medical	43,760	24,500
- "Hataraku Hito": Personal Long-term Disability	17,193	7,994
Sum insured of policies-in-force <sup>*3</sup> (JPY million)	1,248,607	802,824
Annualized premium <sup>*1</sup> (JPY million)	5,630	3,326
- excl. death coverage (JPY million)	2,371	1,253

Insurance premiums and claims (JPY million)	July 2012	July 2011
Insurance premiums	460	268
Insurance claims and benefits	30	5

\*1: Annualized premium is the amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments for Lifenet Insurance Company products are in monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

\*2: This report is preliminary and may be different from the final settlement report.

\*3: Sum insured of new business and sum insured of policies-in-force are the sum of death coverage, and do not include medical and survival coverage.

\*4: Accumulated since the commencement of business operations on May 18, 2008.

## Topics

- July 31 Disclosed Financial Statements for 1Q of fiscal 2012, ending March 31, 2013
- July 31 Awarded the Best Contact Center of the Year 2012 - Recognition Prize

**About LIFENET** URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE was founded with the goal of offering simple, convenient and competitively priced products and services based on the highest levels of business integrity. We sell these products and services directly to customers over the Internet. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

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